

THE ORIGINAL

Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

VOL. III, NO. 1

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Lazy Summer Lay - Around Days are ripe IN THE VALLEY OF THE MOON

Just can't let this issue--Vol. III, No. 1--go by without thanking just about everybody--those who read our paper, mention it to others, subscribe for friends and relatives, and especially our advertisers, without which there wouldn't be a Moonbeams.

Two years ago this paper started--'twas 4 little pages, with 21 advertisers. Most of them are still with us, along with more than double that total, and you know how you can help us a little? When you go into a Moonbeams advertiser's place of business, once in awhile say to the prop: "We're glad to see your advertising in our favorite paper." It'll help him, you and us!

"I waited years for the right man to come along. Then I got tired of waiting." VALLEY WATCH REPAIR, Boyes Springs.

A regular plethora of "lost" kids and adults. Supposedly adults can take care of themselves, and most do. But the kids: Whyinell don't their parents keep an eye on 'em?

LEE'S CHUCK WAGON (formerly Fireside), this side of Sonoma. Classy atmosphere, cocktails, and super cuisine. Try us out.

Remember a week ago Monday, when our thermometers registered 106? This week at 6 a.m. Tuesday the reading was 47, cold enough so we turned on the heat, closed all the house and car windows, wore a coat. Amazing, our weather picture!

VALLEY OF THE MOON CLEANING PLANT. Hwy 12 at Fetters. All work done on premises. Fast service. Pick-up. WE 8-5830.

Have been asked why we're so scared to drive in what the localites naively call "hilly" country. Nope--it's mountainous. We're even scared of the Petaluma drive, which has only one little curving grade around the end of a mountain.

We learned to drive in flat country. If there was an "outside" curve with a 6-foot dropoff, there were posts, connecting cables, and you felt secure. Out here, you can look down 2000 feet into a canyon and the only protection at the edge of the highway is a little mound of soft dirt. Scares 'ell out of us, always.

Wouldn't you think the highway engineers would do a little something about it?

BAKER'S DRIVE-IN, Boyes. On the hiway. Chicken you'll love. Hamburgers. Crab Louie. Short orders. Finest Coffee ever.

Baker's Drive-In seems to be getting a goodly share of the highway truckers' business--always a good sign that the food and especially the coffee is tops. The Bakers have gained many friends since reopening the drive-in restaurant, and increasing business indicates they know their business.

YELL'S ACRES NURSERY, Glen Ellen. Specializing in dahlias and fuchsias. Make your selections while they're blooming.

Tony Hydar, our favorite barber, also has a green thumb. He has a 2-foot-wide garden at the front and side of his shop, and his tomatoes are luscious, his petunias and glads and whatnot flourishing. He claims he stimulates them with his special hair tonic. And here on our little lot we can hardly grow a radish!

BOYES SPRINGS BATH HOUSE. The Valley's super attraction. Cool and hot mineral pools. Alluring casino. Restaurants. Bars.

Whoops, and cheers! We've got a dry cleaner as an advertiser. Valley of the Moon Cleaners, right at home, in Fetters. The Andy Trottos are proprietors. Got a big hat cleaned and blocked there--finest job ever. So now you know.

JIM'S MEATS ,at Boyes Springs Food Center. Summer delicat-ables in quantity--and quality. Finest of delicatessens. Cold slices.

Just about our very first subscriber, Bud Krischano, is again back on the list. He lives up in Rincon Valley, saw a Moonbeams and liked the paper so much he signed up right after the very first issue. Now he's back, and we've got to compliment him on his good judgment. And say "thank you."

BOYES SPRINGS FOOD CENTER. Everything for summer meals and snacks. Always top quality, priced mighty low. Take-outs.

They've put some more catchable trout in the Sonoma river above the dam in Lichtenberg park, and the kids are again having a field day. Only a fish expert tells us the trout are inclined to scoot up the stream into a deep hole. Now if you were a fish, wouldn't you do exactly that?

BROADWAY CAFE, Sonoma. Pop Medros your host. It's a friendly place. Take-out license, too. Drop in and let's get acquainted.

Starting Sunday, you can dial all over the nation (23 states that is) right from your own home, with very little if any inconvenience. If you're an average person, it's quite likely you'll try out the idea just to see if it's so.

PAUL'S OLD RANCHERO, Verano. Weekend dancing, Italian meals featured. Cocktails. Paul at the organ. Banquets welcome.

We know of a fine little house for sale. Call it 4½ rooms, large living room, 2 bedrooms, attached garage, fine back yard, fenced, and all that. Priced at \$8500, for cash or large down. Good neighborhood. All conveniences and utilities. Call WE 8-4500.

RUSTIC INN, Glen Ellen. Main corner. Last of the 11 old-timers. Authentic western atmosphere. Jack London's favorite tavern.

Took a good look at our business section this week. It's not bad, but there are too many vacant spaces—something like a 6-year-old with every other tooth missing. With a little imagination, somebody might decide to fill in some of these interstices—and we'd bet he'd rent 'em even before completion.

DENNY'S COG CLUB, Boyes. Sportsmen's headquarters. A most congenial atmosphere, with finest in mixed drinks. Drop in.

Sure, the highly pro-labor folks will deny there's any connection between wage hikes and the high and higher cost of living, but they're not exactly facing the facts. Suppose you were the employer, you get stuck for higher wages (but no increased production); you're going to raise the price of whatever you're making, and your employees and everybody else will find they're paying more for your product. And on and on ad infinitum. This is all true. And it can't go on forever without a big bust. You going to like that?

EL DORADO HOTEL, Sonoma. Italian meals at their finest. American dinners too. Old West atmosphere. Cocktail bar. Try us.

A cute little dog stopped at a fire plug. The sign on the plug read, "Wet Paint," so he did.

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.

We have been, and are, looking for our Merchants' association to start promoting the Springs area. A little carnival each Fourth of July isn't the answer.

Here we are—a tight little community of some 4800 persons—the largest such in this end of the county. There's no reason why we aren't the dominating factor in this area—except we aren't incorpo-

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rated, we don't run our own business, there is no "head" to anything.

There's no good reason why, with aggressive leadership, we can't eventually surpass in population, assets (scenic and otherwise) Petaluma and Napa, let alone Sonoma, and take our place among the progressive sections of the county.

Why not get out from behind the 8-ball and really get on the ball?

BUD'S GARAGE, corner Railroad & Cherry Sts. Guaranteed finest workmanship. Chevron Service Station. Phone WE 8-3971.

OUR RESORT, El Verano. Harvey and Melina to serve you the finest mixed drinks. Home of draft beer and the Stein Club.

Viceroy executives we think are damphools. On Doug Edwards' TV program, for anyway six months now, the commercials stress "Sam Snead (or Pancho Gonzales or Zoe Ann Olson, alternately) wanted to know" what cigaret to smoke. Betcha viceroy sales aren't rising any more, if they ever did, as a result of this sad, overworked and tired old commercial. Wouldn't you think they'd get smart?

BOYES SPRINGS BATH HOUSE—Now open, bigger and better. Two restaurants, casino, beautiful cool and hot mineral pools.

FRANK'S HARDWARE, Castner Bldg., Boyes. Gardening equipment. Household appliances. Giftware. Paints. Tools. Glass.

Have a nice Fourth? And what's your schedule for the rest of the holiday weekend? Not too much noise in the Springs, except for the hum of cars which came in a steady stream from all directions for the big day. All local resorts, taverns, eating places and swim pools were swamped with paying customers. And the weather was perfect.

SONOMA GOLF & COUNTRY CLUB, Arnold Drive. You'll like our Clown Room. Bring your guests here, for outstanding prestige. **BATES & EVANS**, Funeral Directors. 691 Broadway, Sonoma. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. WEBster 8-2686.

We learned to operate a linotype in an Illinois plant which now is in trouble because it has been the printer and distributor of Confidential and Whisper, scandal magazines. It was just a little plant then, and the proprietors wouldn't have allowed such periodicals in the shop, let alone have had any part in their production. A son now runs the place, and apparently hasn't the same kind of ethics as his elders.

WALTER GRUNERT AUTO UPHOLSTERY, Feters Springs. Texaco station. Seat covers, floor mats, truck cushions, interior work. **SONOMA GROVE**, Hiway 12 south of Boyes. Wonderful steak, poultry, roast, seafood dinners. Italian food a specialty. Cocktails.

Michigan State and University of California will meet in their first football game of the season come September. Think we'll take a little run down to Berkeley for that affair, and perhaps renew acquaintance with the athletic director and publicity man of the Spartans. Might even make a bet or two on the game's outcome (and you know who we'll be betting on)!

MIKE & ROSE'S BOYES SPRINGS STORE. Finest meats in the whole valley, with real bargains last three days each week.

TOWN HOUSE SUPPER CLUB, Glen Ellen. New. Luxurious. The finest dinners, drinkables. Music weekends. Exotic! The Amantes.

Nicest time of year, don't you think. There's fresh sweet corn, luscious berries, with peaches and pears coming on. They don't seem to be too expensive, either. Let's enjoy them all to the full as long as they're here. (Cantaloupes and watermelons, too.)

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

RICHFIELD SERVICE, Boyes Springs. Main corner. Bud Delaney, Proprietor. Tires, Tubes, Batteries. Fast, efficient service.

Did you know they're making fine progress on a new high level steel and concrete bridge over Petaluma river on the Black Point cut-off between Sonoma and Marin counties? Won't be ready for some time yet, and the highway will have to be widened, but in the not too far distant future we'll have almost a superhighway all the way to the city.

PLAZA LIQUORS (next to new bank, Sonoma). Extensive variety, hard and soft drinks. Hors d'ouvres. Snacks. Pizzas. Everything!

SONOMA MISSION INN, Boyes. Nationally known, noted for its splendid meals, excellent bar, luxurious accommodations.

We note considerable oiling of various streets in the Springs area. It's all good. As of right this moment, our streets seem to be in better condition than in many moons. We still need better highway shoulders, and in the built-up areas, curbing and sidewalks. But that'll come, if we're patient long enough.

MISSION CHAPEL MORTUARY, Funeral Directors, Sonoma. James and Jack Bisso. Only home-owned and operated mortuary serving Sonoma Valley families. WE 8-3357.

PRICE PUMP CO. Best in the West. P.O. Box 375, Sonoma. Pumps for Particular People at Popular Prices. Phone WE 8-2107.

Smoky the Bear is the first animated cartoon the U. S. government has officially sanctioned. Perhaps he's achieving some results—we won't know for sure until the fire season is over—but it's a good attempt. In the meantime, watch your matches, your trash burning, everything that could cause a major disaster.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. Time-Ex watches. A super drug store. Soda fountain. **ELECTRONIC DRIVE-IN**—TV and Radio—Specializing in Auto Radio. 736 West Napa St., Sonoma. Kraft and Castori. WE 8-4839.

There still seems no progress on roadside parks—those handy little turnouts so beloved by more fortunate motorists living in the mid-west, east, and south. They don't cost a lot. There should be two or three on the way to Santa Rosa—and all through the county and state on all major roads. There is no excuse for further delay. California is 25 years behind the times in this regard.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Fine wines and Liquors. A friendly place, always. "SLIM" WALLACE.

WEED CUTTING. Reasonable rates. THOMAS NEVILLE, 23450 Arnold Drive, Sonoma. Phone WEBster 8-3110.

One of our prominent Lions was relaxing in his easy chair after a hard day, and the Mrs. was not far away working a crossword puzzle. Soon she called to him "What is a female sheep?" To which the man replied, "Ewe." And that, gentle readers, is what started the whole ruckus.

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies

ROBERT G. MILLS, Drafting and Estimating. We'll be pleased to serve you. 824 El Dorado Dr., Sonoma. Phone WEBster 8-2185.

ALL ABOUT TRADING STAMPS--

During the first half of the current year, legislatures of at least 23 states, including California, wrestled with the problem of what to do, or not to do, about the trading stamp craze. Most decided not to do anything.

Only three states put a crimp in the craze. Anti-trading stamp bills passed in Kansas and Tennessee, virtually prohibiting the stamps, and North Dakota passed a law requiring that the cash value of the stamps be printed on their face.

The obvious reason, of course, why most legislatures let the matter drop is that most shoppers like the stamps.

According to a U. S. department of commerce estimate, more than 100,000 retailers are using them, and more than 40 million consumers are saving them, redeeming more than \$1 billion worth of premiums yearly.

Time magazine reports that a California grocer ran a check on his 1700 shoppers one day and found that only one failed to ask for the stamps! A recent market research survey revealed that 90 per cent of supermarket shoppers in four cities save stamps, although 3 out of 5 never redeemed any.

As far as merchants are concerned, however, many are coming to regard the stamps as a Frankenstein monster. The same survey cited above revealed that a third of the merchants issuing the stamps would abandon the practice if their competitors would do likewise.

There are scores of companies in the premium stamp business. The largest, Sperry & Hutchinson, charges a merchant about \$3 per 1000 stamps, one of which the merchant gives away with each 10 cent purchase. To get back his cost, the retailer must increase his sales by about 20 per cent. For the merchant who gets in on the ground floor, that's easy. But as the competitors sign with rival plans, the advantage is lost.

Soon, every retailer in the neighborhood is right back where he started from, getting the same approximate share of the business as he did before, but with this difference: Each has an added cost which inevitably is passed along to the customer. In some areas, prices have been found to have increased as much as 4 per cent to take care of the extra expenses of handling trading stamps.

Like chain letters, trading stamps apparently benefit only the early birds, both customers and merchants. But how to put an end to the practice? One supermarket decided to drop its plan--and lost 80 per cent of its business in two weeks!

B & L LAUNDROMAT, Fetters. Nice days now. Bring your laundry here—skip the tedious home job. Wash, dry, iron. Cost low.

SEE GREENGRASS for expert advice on all matters pertaining to Real Estate, Insurance. Phone 8-4731. 18340 Sonoma Hwy.

There's a touching story of a bragging young man who said to his girl: "I bet you wouldn't marry me!" As it turned out, she not only called his bet, but raised him five.

BANCROFT NURSERY, Sonoma. Finest in cut flowers, corsages, hospital remembrances, Weddings and funerals our specialty.

PALMS INN, Verano. (The Inskeeps.) Home of the Lions. Beautiful pool. Splendid cuisine. Cocktail room. Favorite gathering spot.

WHAT IS FREEDOM? Freedom is a man at the lathe or at the desk, doing the job he likes to do and speaking up for himself. It is a man in the pulpit, or on the corner, speaking his mind. It is a man puttering in his garden in the evening, swapping talk with his neighbors over the fence. It is the unafraid face of men, women and children at the beach on Sunday, or looking out of the car windows speeding along a four-lane highway.

It is the may saying "Howdy, stranger," without looking cautiously over his shoulder. It is the people of the country making up their own minds.

Freedom is the air you breathe and the sweat you sweat. It is you and 165 million people like you, with your chins up daring anybody to take it away from you.

SONOMA MILL & LUMBER CO., Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

MANCUSO WINES, Glen Ellen. Grower-produced. Available at every retail outlet. As good as the best, and better than most.

STATE'S CRYSTAL BALL—The wave of California's future already is lapping at the banks of San Francisco bay. The "Bay" actually is a huge, \$400,000 concrete model, housed in a Sausalito warehouse. The waves are miniature and man-made, but if everything goes as army engineers think it will, millions of Californians for generations to come will be the beneficiaries.

The bay model is designed to provide information on the state's precious water supply—billions of gallons of which now are wasted on the denizens of the Pacific deeps. Its creators call it "the world's largest crystal ball." If it provides even part of its hoped for solutions to our water problem, it will—unlike the water record of the 1957 legislature—also be a monument to the reasoned approach to a common problem.

MAC DONALD'S JEWELRY, Sonoma. Expert watch-clock repair service. Watches, Rings, Bands, Jewelry, Shavers. The best, always.

TODD CONSTRUCTION - ESTIMATING SERVICE. Subdivision Surveying. New location: Boyes Plaza, opposite Woodleaf.

A PROGRAM FOR THE SPRINGS AREA

A suitable name for the area, preliminary to incorporation as a city. Solution of the water problem by building a series of dams on Sonoma river to conserve water, prevent floods, and for recreation.

A bridge across Sonoma river, connecting Craig and Thompson. Roadside turnout parks (we're 20 years behind) thruout the Valley. Complete citywide paving, curbing, and sidewalks.

A bank of our own.

A name for Highway 12 suitable for our new city.

Traffic and parking control in the entire area.

Better street lighting.

A local chamber of commerce, devoted to Springs area promotion.

Procuring of rural delivery and carrier service, from Boyes postoffice. More facilities, use, and suitable names for local Recreation District parks.

MENDEL'S CAFE, Boyes Plaza. Splendid menu, including Spanish delicacies. Bring your out-of-town guests here. Cocktail bar. **SLEEPING ROOMS** in private home. Clean and quiet. 27 Patten St., Sonoma. Phone WE 8-2553.

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